1994 VIRGINIA SLIMS TENNIS

MARKET/PUBLICATIONS	LANG	TYPE	CIRC (M)	FREQUENCY	FULL PAGE 'SIZE (IN)		FULL PG SIZE (COL x IN)	1X COL. IN,RATE	GROSS COST P1C/1X	CPM P1C/1X	INSERTION DATE	SPACE CLOSE	MATERIALS CLOSE	FINAL CREATIVE DIMEN.	PAID COLIN # PERIAD AI	
CHICAGO / FEB 7~13																D 4005.05
EXITO	S	TAB	65.0	WEEKLY(TH)	10 13/16 X 14	70		44.50	2500 00 *	38 46	1/20, 1/27 & 2/3	1/14, 1/21 & 1/28	1/14, 1/21 & 1/28	67/16 X 10 1/2	31.5	3 4205.25
EXTRA	В	TAB	68.0	WEEKLY(TH)	10 1/4 X 13	52	4 X 13	48.40	2516.BO	37 01	1/27 & 2/3	1/21 & 1/28	1/24 & 1/31	67/16 X 10 1/2	31.5	2 3049.20
LARAZA	S	TAB	40.0	WEEKLY(TH)	11 1/2 X 13	65	5 X 13	27.00	1755.00	43.88	1/27 & 2/3	1/24 & 1/31	1/24 & 1/31	6 7/16 X 10 1/2	31 .5	2 1701.00
MOMENTO	В	TAB	20.0	. MEEKLY(TH)	10 1/2 X 13	65	5 X 13	17.50	1137.50	56.88	1/27 & 2/3	1/21 & 1/28	1/25 & 2/1	6 7/16 X 10 1/2	31,5	2 1102.50
CHICAGO TOTAL											•					10057,95
* PLEASE NOTE: FULL PAGE RATE FOR EXITO REFLECTS A DISCOUNT OVER THE COLUMN INCH RATES																
FLORIDA / FEB 28 - MARCH 6																
DIARIO LAS AMERICAS	S	B/S	66.0	DAILY/T-SU	13 X 21	126	6 X 21	28.00	3528.00	53.45	2/20 & 2/27	2/17 & 2/24	2/17 & 2/24	6 7/16 X 10 1/2	31,5	2 1764.00
EL NUEVO HERALD	S	B/S	101.8	DAILY	13 X 22 1/2	135	6 X 22 1/2	37.00	4995 00	49 07	2/18 & 2/25	2/16 & 2/23	2/16 & 2/23	6 7/16 X 10 1/2	31,5	2 2331.00
EL NUEVO PATRIA	S	B/S	28,5	WEEKLY(TH)	10 X 16	96	6 X 16	15.47	1484.60	52.10	2/17 & 2/24	2/14 & 2/21	2/14 & 2/21	6 7/16 X 10 1/2	31.5	2 974.40
EXITO	S	TAB	75.0	WEEKLY(W)	10 13/16 X 13	- 65	5 X 13	29.45	1914.25	25 52	2/16 & 2/23	2/11 & 2/18	2/11 & 2/16	6 7/16 X 10 1/2	31.5	2 1855,35
LA VOZ DE LA CALLE	s	8/8		WEEKLY(F)	10 1/2 X 17	102	6 X 17	7.00	* 00 000	30 00	2/18 8, 2/25	2/11 & 2/18	2/11 & 2/18	6 7/16 X 10 1/2	31.5	2 441,00
FLORIDA TOTAL		-,-														7365.75
*PLEASE NOTE: FULL PAGE RATE FOR HOUSTON / MARCH 21 – 27											0/0.0.047	D. W. D. W. D.	2/28 & 3/14	6 7/16 X 10 1/2	31.5	2 1134.00
EL MEXICA	S	B/S		WEEKLY(TH)	13 X 21	126		18.00	2000.00	36 36	3/3 & 3/17	2/28 & 3/14	2/28 & 3/14	6 7/16 X 10 1/2	31.5	2 1890.00
LA INFORMACION	S	TAB		WEEKLY(W)	10 1/4 X 14	84		30.00	2520.00	30.00	3/2 & 3/16	2/28 & 3/14			31.5	t 630.00
LA VOZ DE HOUSTON	S	B/S		WEEKI.Y(W)	13 X 21 1/2		6 X 21 1/2		2580.00	- 51.60	3/16	3/11	3/11	6 7/16 X 10 1/2		2 1701.00
SEMANA	S	TAB	50.0	WEEKLY(W)	10 5/16 X 13	65	5 X13	27.00	1755.00	35.10	3/2 & 3/16	2/25 & 3/11	2/25 & 3/11	6 7/16 X 10 1/2	31,5	5355.00
HOUSTON TOTAL																5355.00
*PLEASE NOTE: FULL PAGE RATE FOR	EL MEXIC	A REFLE	CTSAD	SCOUNT OVER T	HE COLUMN IN	NCH RAT	E									
LOS ANGELES / AUG 8 - 14	_											7/00 B 7/07	7/20 & 7/27	6 7/16 X 10 1/2	31.5	2 819.00
AZTECA	S	B/S		WEEKLY(W)	13 3/4 X 21 1/		6 X 21 1/2		1677.00	47.91	7/27 & 6/3	7/20 & 7/27	7/21 & 7/28	6 7/16 X 10 1/2	31.5	2 1388.00
EASTERN GROUP PUBLICATIONS	В	B/S		WEEKLY(TH)	13 X 21		6 X 21	22.00	2772.00	40.76		7/21 & 7/287			31.5	2 1556.10
EXCELSIOR*	S	B/S		WEEKLY(F)	13 X 21 1/2		6 X 21 1/2		3186.30	52,75	7/29 & 8/5	7/22 & 7/29	7/22 & 7/29	6 7/16 X 10 1/2	31.5	3 2303.91
LA OPINION	S	H/S		DAILY	13 X 21 1/2		6 X 21 1/2		3145.02	29.01		7/15, 7/22, & 7/29	7/15, 7/22, & 7/29	6 7/16 X 10 1/2		3 2669.63
NOVEDADES	S	TAB		WEEKLY(TH)	10 13/16 X 13			28.25	1836.25	18.53	7/21, 7/28 & 8/4	7/14, 7/21 & 7/28	7/14, 7/21 & 7/28	6 7/16 X 10 1/2	31.5	2 7686.00
NUESTRO TIEMPO	S	TAB		WEEKLY(TH)	10 13/16 X 13			122.00	7930.00	19.83		7/21 & 7/28	7/21 & 7/28	6 7/16 X 10 1/2	31.5	
TU MUNDO	S	TAB	110,0	,	10 X 13	6 5		32.83	2133.95	19.40	7/28 & 8/4	7/21 & 7/28	7/21 & 7/28	6 7/16 X 10 1/2	31.5	2 2068.29
UNION HISPANA	5	TAB	35.0	WEEKLY(F)	10 X 13 1/4	65		13,85	900.25	25.72	,	7/22 & 7/29	7/22 & 7/29	6 7/16 X 10 1/2	31.5	2 872.55
VARIEDADES	S	TAB	193.1	WEEKLY(TH)	10 X 13	65	5 X 13	58.33	3791.45	19.63	7/21, 7/20 & 8/4	7/14, 7/21 & 7/28	7/14, 7/21 & 7/28	67/16 X 10 1/2	31.5	3 5512.19
LOS ANGELES TOTAL																24873,66
*PLEASE NOTE: EXCELSIOR IS A TABLO	*PLEASE NOTE: EXCELSION IS A TABLOID (10 1/4 X 12 3/4) / SPORTS SECTION IS A PULL. OUT B/S AS DETAILED ABOVE															
PHILADELPHIA / NOV 7 - 13																
EL HISPANO	- в	TAB	26.0	WEEKLY(I'H)	10 5/16 X 16	08	5 X 16	28,00	2240.00	86.15	10/27 & 11/3	10/20 & 10/27	10/20 & 10/27	6 7/16 X 10 1/2	31.5	2 1764.00
LA ACTUALIDAD	s	TAB		WEEKLY(TH)	10 X 14	84	6 X 14	8.50	714.00	35.70	10/27 & 11/3	10/20 & 10/27	10/20 & 10/27	6 7/16 X 10 1/2	42.0	2 714.00
PHILADELPHIA TOTAL				. ,												2478,00

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14.148801																	JATOT GNARÐ
																	NEW YORK TOTAL
50.41792				Z1/01	£L/OI	NOVEMBER	09.66	3282'00				7 1/2 X 10	MONTHLY	102'0	ÐAM	s	1EWAS
3585.00	ŀ		EULL PAGE		Z1/01 Z1/01	NOVEMBER	208,33	2200,00				11 X Z/1 B	MONTHLY		DAM	S	SOŁL OSON
2500.00			FULL PAGE	£1/01	Z1/01 Z1/01	NOVEMBER	86.86 66.800	3200.00				9/1 11 X 8/E 8	MONTHLY		DAM	S	CHAVI ES
9500.00	ı		FULLPAGE	71/01	21/01	NONEMBER	96 96	00 0000				O, F F F X E, C C	жиштоп		· · · ·		SENIZADAM
			30.00.00.00	10/53	62/01	0E/01	09 91	00 0D6Z		8/4 G X 9		B/Z 6 X 8/Z 6	ATHINOM	0.008	8V1	ย	NI NY (SUPPLEMENT)
00.0004	ı	31.5	S/t 01 X 81/T 8	66/01	10/01	11/11 25,6/11,4/11	027 31	OG COCE		0,2 0 7,0							
+nicco+	D.	2.15	3/1 OL VOL// 0	10/21 10/28 & 11/4	6/11 × 92/01 '12/01		04.50	2503,96	21.46	6 X S J	158	13 X S1	(H-M) YJIAQ	35.0	S/B	S	NOTICIAS DEL MUNDO
10 3301	ä			6/11.8 \\2\01.02\01			00.88	00'001	25.00	4 X 14	99	8/9 M X 9/1 OI	MEEKLY(TH)	52'0	BAT	S	NOTITCIERO COLOMBIANO
2362,50		31.5	2/1 01 X 91/2 9	10/58	10/50 10/51 11/5	b/ll	99.0E	D8.819	13.14		04	#L X 01	MONTHLY(1stF)	0.05	BAT	S	NOTICIERO ARGENTINO URUGUAYO
16.614		31.5		10/20, 10/27 & 11/3			86.21	08.667	13.33		09	31 X 01	WEEKLY(TH)		BAT	S	<i>∃r∀s</i> n∃ <i>W</i>
1529,69	E	31,5		E\11.8 \TS\01,0S\01			26.31	1792.00	32.00		99	#1 X #/E 6	MEEKCK(IH)	1.88	BAT	S	VNVJSIH ZOA VT
3024.00	£	31.5	2/1 01 X 91/L 9	01/11 8 72/01	10/27 & 11/10	Z1/11 % E/11	26.53	00.8001	00.6	91 X Z		91 X 8/1 01	BI - MEEKLY	0.86	BAT	S	<i>ZO</i> /I V 7
00,788	٥	3.15		10/50 10/52 8: 11/3			50,23	1266.79	15,13	4/E EL X 9		b/e el X b/e 6	MEEKTA(TH)		BAT	S	ANA921H ANUBIRT AJ
1429.79	E	3.15	S/101 X 81/7 8	2/11 % 61/01	2/11/2/61/01	81/11/29/11	29.48	1562.40	08.81	S/1 SF X S		S/1 S1 X 1/6 6	BI-MEEKEA	53.0	BAT	s	ANU8IRT AJ
08.8115	£	45.0		5/11 & 85/01, 61/01		3.77. 0 10	40.20	2412.20	94,4E	ÞI X S		11 X 91/CL 01	MEEKLY(W)	0.08	BAT	S	OTOARMI
3256.47	E	9112					00.00	08.0522	28.60		87	63/4 X 13	(A2M)YJIAO		BAT	Š	CH3OOA 73
DY.SOYS	ε	3.16	5/1 OF X 81/7 8	10/19, 10/26 & 11/4	1/11 & 80/01 10/01	C(1130 3/11 BC/01	76.72	2080.00	40.00	£1 X 4	29	El X 01	MEEKLY(M)		8AT	5	TVIO3dS3 T3
00.0876	E	31.5					92.26	2100,00	00.6S	71 X 9	178	11 X 01	MEEKLY(TH)		8AT	Š	ET LIENIGO DE NOENY KOUK
0.5 0000	£	31.5		10/50, 10/27 & 11/3	10/25 8/11/8	GI/[[7]/[[67.16 ac aa	00.5261	01.81	51 X B	1/8	\$1 × \$/1 01	BI-MEEKLY		BAT	S	ONVJSIH OSBUDOVJA
06,4101	2	31,5	S\1 01 X 31\7 8	8/11 & 8S/01	8/11.8.75/01	11/11 % '6/11 '1/11	an ie	OVESCI	01.51	** **	•0	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	7 0.3 3.11 10	• • •	512	_	
	_			4 (4) 30 00 20 1 1 20 1	HILL TO 07/01 117/01		9/ 09	96,44,86	£7.84	E1 X B	87	Z/LELY 9U/SL6	(a ns) Yalad	0.03	8V.1	S	OIHVIO
00 4667	9	42.0		10/21, 10/28 & 11/4			7 5 5 9	2420.00	00.85			10 X 14	WEEKLY(TH)		BAT	5	CONTINENTAL
03.7088	3	31.5	S/1 01 X 91/Z 9	10/20, 10/27 & 11/3	ENEL & TOUR COURT	U/// 8 E/11 ZE/U1	TA 12		00 ac	,, x 3	O2.		11276 3.2271			_	MEW YORK / NOV 14-20
				588-9	53350	∃1AO	РіСліх	ыслх	∃TAH.NI	(COF X IN)	คี.ส/เก	(NI) ∃ZIS	FREGUENCY	(M)	i Jiji	LANG	W¥BKET/PUBLICATIONS
COST		OA R39	DIMEN	CLOSE			CPM	COST	1X COL.		700			CIRC			
JATOT	:1O +	COLIN	BVITABRO	SJA:FIETAM	SPACE	NOITE-ENI	Mas	SSOUS	100 %	EULL	10.			03.0			
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1994 VIRGINIA SLIMS TENNIS

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